

**SYSTEM AND METHOD FOR DELIVERING INTERNET ADVERTISEMENTS THAT
CHANGE BETWEEN TEXTUAL AND GRAPHICAL ADS
ON DEMAND BY A USER**

5 **ABSTRACT**

 A system and method that delivers advertisements for inclusion in electronic documents, such as web content (e.g., web pages, email, etc.), in a manner that enables transition from a first display format (e.g., a textual format) into a second display format (e.g., an interactive graphical menu-driven format, a larger text ad formation, a movie format, an audio format, etc.) on demand in a rapid fashion. The morphed format may include controls that allow navigation to other pages including some informational pages and some merchant pages for purchasing goods and/or services. When the user activates optional controls, such as menu selection(s), the contents page may change, yet continue to include the same menu-driven graphics-based advertisement so that the advertisement “follows the user.”

10